

## Message Text

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60

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 080578

R 191132Z MAY 76  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4085  
AMEMBASSY VIENNA  
SMEMBASSY WARSAW 4023

UNCLAS MOSCOW 7877

USDOC FOR BEWT/TPD/THOMPSON AND BEWT/TDAD/DOLLISON

VIENNA FOR EWTDO/MARTIN

WARSAW FOR USTDTIO/HERTZBERG

E.O. 11652: NA  
TAGS: BEXP, UR  
SUBJECT: IRRIGATION 76 - SEMINAR/EXHIBIT

1. SUMMARY: IRRIGATION 76 DREW LARGEST ATTENDANCE IN HISTORY OF COMMERCIAL OFFICE. QUALITY ALSO TOPS AS MINISTRY OF LAND RECLAMATION AND WATER RESOURCES BROUGHT SPECIALISTS FROM ALL IMPORTANT IRRIGATED AREAS TO MOSCOW FOR SEMINAR. EXHIBITORS UNIFORMLY IMPRESSED BY THIS UNIQUE INTRODUCTION TO SOVIET END-USERS OF IRRIGATION EQUIPMENT AND TECHNOLOGY. END SUMMARY.

2. FINAL REPORT FOR IRRIGATION 76, EXHIBIT/SEMINAR AS OF COB MAY 17, 1976. STANDARD REPORTING FORMAT FOLLOWS:

1. IRRIGATION 76, EXHIBIT/SEMINAR.
2. U.S. COMMERCIAL OFFICE, MOSCOW, MAY 12-14, 1976
3. AGENTS APPOINTED -0- UNDER NEGOTIATION -1-
4. FLOOR SALES -0-  
12 MONTH PROJECTION 1,020,000 U.S. DOLLARS
5. NUMBER OF REGISTERED VISITORS -0-

FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

12 MAY (A.M.) CERES INTERNATIONAL 114

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(P.M.) DUPONT (TWO LECTURES) 91

13 MAY (A.M.) SUPERIOR FARMING 94  
(P.M.) SUPERIOR FARMING 44  
14 MAY (A.M.) SARGENT MANUFACTURING 63  
(P.M.) LINDSAY MANUFACTURING 50  
(P.M.) CERES INTERNATIONAL 65

TOTAL 521

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET MINISTRY AND BUYING OFFICIALS HELD MEETINGS AT USCOMOFF WITH SEVERAL EXHIBITORS DURING LECTURE PERIODS. THESE VISITORS ARE NOT INCLUDED IN ABOVE TOTALS. AS USUAL, NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT.

6. TOTAL NUMBER OF PARTICIPANTS: 6 PA'S FOR 6 COMPANIES  
A. NEW-TO-EXPORT -0-  
B. NEW-TO-MARKET -4-  
C. OLD-TO-MARKET -2-  
D. FULLY ACHIEVING MARKET OBJECTIVE -6-  
E. PARTIALLY ACHIEVING MARKET OBJECTIVE -0-  
F. FAILING TO ACHIEVE MARKET OBJECTIVE -0-  
G. NUMBER OF PARTICIPANTS FROM U.S. WHO HAVE EUROPEAN REPRESENTATIVES FOR USSR: ONE AMERICAN FROM ONE COMPANY.

### 3. HIGHLIGHTS

A. THANKS TO WHOLEHEARTED COOPERATION FROM USSR MINISTRY OF LAND RECLAMATION AND WATER RESOURCES, IRRIGATION 76 WAS OUTSTANDING SUCCESS. DEPUTY MINISTER KH. T. PETERSON TOOK ACTIVE INTEREST IN PLANNING THIS EVENT AND ARRANGED FOR ATTENDANCE OF SPECIALISTS FROM SOUTHERN USSR, WHERE GOVERNMENT PLANS SUBSTANTIAL EXPANSION OF IRRIGATED ACREAGE. RESULT WAS RECORD ATTENDANCE FROM INTERESTED, QUALIFIED SPECIALISTS, WHO ENGAGED EXHIBITORS IN DETAILED DISCUSSIONS DURING BOTH LECTURES AND INFORMAL SESSION. TRAKTOROEKSPORT, WHICH HAS RESPONSIBILITY FOR PURCHASING IRRIGATION EQUIPMENT, SENT TWO OFFICIALS FOR MEETINGS AT COMMERCIAL OFFICE WITH NEW-TO-MARKET EXHIBITORS.

B. SAME SITUATION OBTAINED AT INAUGURAL RECEPTION MAY 11, WHICH WAS ATTENDED BY DEPUTY MINISTER PETERSON, OTHER KEY IRRIGATION SPECIALISTS, AND REPRESENTATIVES OF GOSPLAN, MINISTRY OF FOREIGN TRADE, MINISTRY OF AGRICULTURE, AND SOYUZSEL'KHOZTEKHNIKA. PRESENCE UNCLASSIFIED

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OF STAND INTERPRETERS AT RECEPTION - AN INNOVATION AT THIS EVENT - FACILITATED CONVERSATION BETWEEN SOVIET GUESTS AND EXHIBITORS, WHO WERE OFF TO RUNNING START WHEN SEMINAR OPENED FOLLOWING DAY.

C. FOLLOWING SEMINAR MINISTRY OF LAND RECLAMATION AND WATER RESOURCES ARRANGED THREE-DAY TRIP TO IRRIGATED AREAS IN CRIMEA NEAR SIMFEROPOL FOR INTERESTED EXHIBITORS. ZAGHLOUL OF LINDSAY MANUFACTURING AND SARGENT AND WEIBLE OF SARGENT MANUFACTURING PARTICIPATED. SARGENT HAD HOSTED UKRANIAN DEPUTY

MINISTER GARKUSHA'S DELEGATION DURING VISIT TO WASHINGTON STATE LAST FALL.

D. FOLLOWING ARE COMMENTS FROM EXHIBITOR REPORT FORMS (BEING POUCHED BEWT/TPD-THOMPSON): MILO E. HALL, VICE PRESIDENT, SUPERIOR FARMING QUOTE THIS SEMINAR PROVIDED US AN EXCELLENT EXPOSURE TO THOSE AGENCIES AND MINISTRIES OF THE USSR WHO ARE INTERESTED IN AGRICULTURE

, AND PARTICULARLY IRRIGATION SYSTEMS, WHICH SUPERIOR DESIGNS. ARRANGEMENTS FOR THE SEMINAR AND FACILITIES WERE VERY GOOD. COMMERCIAL OFFICE PERSONNEL WERE MOST COOPERATIVE AND CAPABLE. THE SEMINAR-EXHIBIT PROVIDES EXPOSURE THAT WOULD NOT OTHERWISE BE AVAILABLE. UNQUOTE.

CLEARED FOR PUBLICATION. THOMAS J. AMAN, PROJECT MANAGER, INTERTEX INTERNATIONAL QUOTE MY OPINION IS THAT THIS IS AN EXCELLENT METHOD FOR U.S. COMPANIES TO GET EXPOSURE THROUGHOUT A WIDE CROSS SECTION OF SOVIET ENTERPRISES AND HEARTILY ENDORSE IT. UNQUOTE CLEARED FOR PUBLICATION. RICHARD C. BERGMAN, "VIAFLO" MANAGER, DUPONT QUOTE FINE JOB BY COMMERCIAL OFFICE IN OBTAINING ATTENDANCE FROM KEY DECISION MAKERS ON IRRIGATION PURCHASES. UNQUOTE CLEARED FOR PUBLICATION. JOHN SARGENT, PRESIDENT, SARGENT MANUFACTURING QUOTE THE U.S. COMMERCIAL OFFICE AND STAFF HAVE PROVIDED EXCELLENT SERVICE TO THE PARTICIPATING COM-

PANIES AND CONDUCTED A PROGRAM THAT IS A CREDIT TO ALL CONCERNED. UNQUOTE.

CLEARED FOR PUBLICATION. OMAR ZAGHLOUL, INTERNATIONAL MARKETING MANAGER, LINDSAY MANUFACTURING QUOTE SEMINAR WAS VERY HELPFUL TO INTRODUCE OUR COMPANY TO RESPONSIBLE PEOPLE AND TO EXPLORE POTENTIAL FOR OUR PRODUCT IN USSR. VERY GOOD COOPERATION AND ASSISTANCE FROM THE U.S. COMMERCIAL OFFICE. UNQUOTE. CLEARED FOR PUBLICATION.

EDUARD GUSAKOV, MANAGER, MOSCOW OFFICE, CERES INTERNATIONAL QUOTE THROUGH MY EXPERIENCES--AND I'VE BEEN THROUGH DOZENS OF SEMINARS--I KNOW IT'S MOST IMPORTANT UNCLASSIFIED

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TO HAVE THE RIGHT PEOPLE ATTENDING THEM. . . THIS TIME WE'VE GOT THE BEST AUDIENCE ONE CAN DREAM OF. ALL THE OFFICE FROM DIRECTOR DOWNWARDS WERE VERY HOSPITABLE AND MOST HELPFUL. UNQUOTE CLEARED FOR PUBLICATION.

#### 4. COMMENTS

A. AS LABOR PROBLEMS IN HELSINKI DELAYED DELIVERY OF PROGRAMS AND INVITATIONS ONE WEEK, WE MADE DISTRIBUTION OURSELVES AFTER CONSULTING WITH CHAMBER. THANKS TO ADVANCE NOTIFICATION TO MINISTRY, ATTENDANCE WAS NOT AFFECTED BY DELAY.

B. CHAMBER REPORTEDLY SENT OUT VISA SUPPORT MESSAGES AND NO DIFFICULTIES WERE ENCOUNTERED IN OBTAINING VISAS, BUT ALL PARTICIPANTS WERE GIVEN "TOURIST" INSTEAD OF "ORDINARY" VISAS USUALLY ISSUED FOR

COMMERCIAL OFFICE EVENTS. THIS UNUSUAL SITUATION  
HAD SOME PRACTICAL CONSEQUENCES AS "TOURIST" VISAS  
PROVED DIFFICULT TO AMEND FOR THOSE EXHIBITORS VISITING  
CRIMEA. IT WOULD BE APPRECIATED IF BEWT/TPBB; WE RVUEJ  
TJLX MRCPSWIH#  
IN MOSCOW 2211 THAT  
EACH AUNG OR SEND MINIMUM 50 COPIES  
OF SEMINAR REPORTS IN ADDITION TO COPIES OF COMPANY LITERATURE.  
BREMENT

NOTE BY OC/T: # AS RECEIVED.

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## Message Attributes

**Automatic Decaptioning:** X  
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